PARADISE FRUITS
HEALTH by Jahncke

PARADISE FRUITS @ FI Health

AGENDA

- WHO WE ARE
- TRENDS WE ADDRESS
- BENEFITS
- VITAMINS
- PROBIOTICS*
- OUR SUPPORT/YOUR OPPORTUNITIES
- CONTACT

*legal status of the word Probiotics can vary by country

WHO WE ARE

- The world's leading manufacturer of special fruit preparations
- We develop tailor-made solutions for unique products in the field of food supplements
- We stand for: natural based fruit matrix, great taste and creative ideas
- We are the fruit experts: For five generations, we represent fresh ideas. Now we are taking the next step: innovative products with added value, based on a natural fruit matrix

GENERAL HEALTH & PRODUCT TRENDS 2021

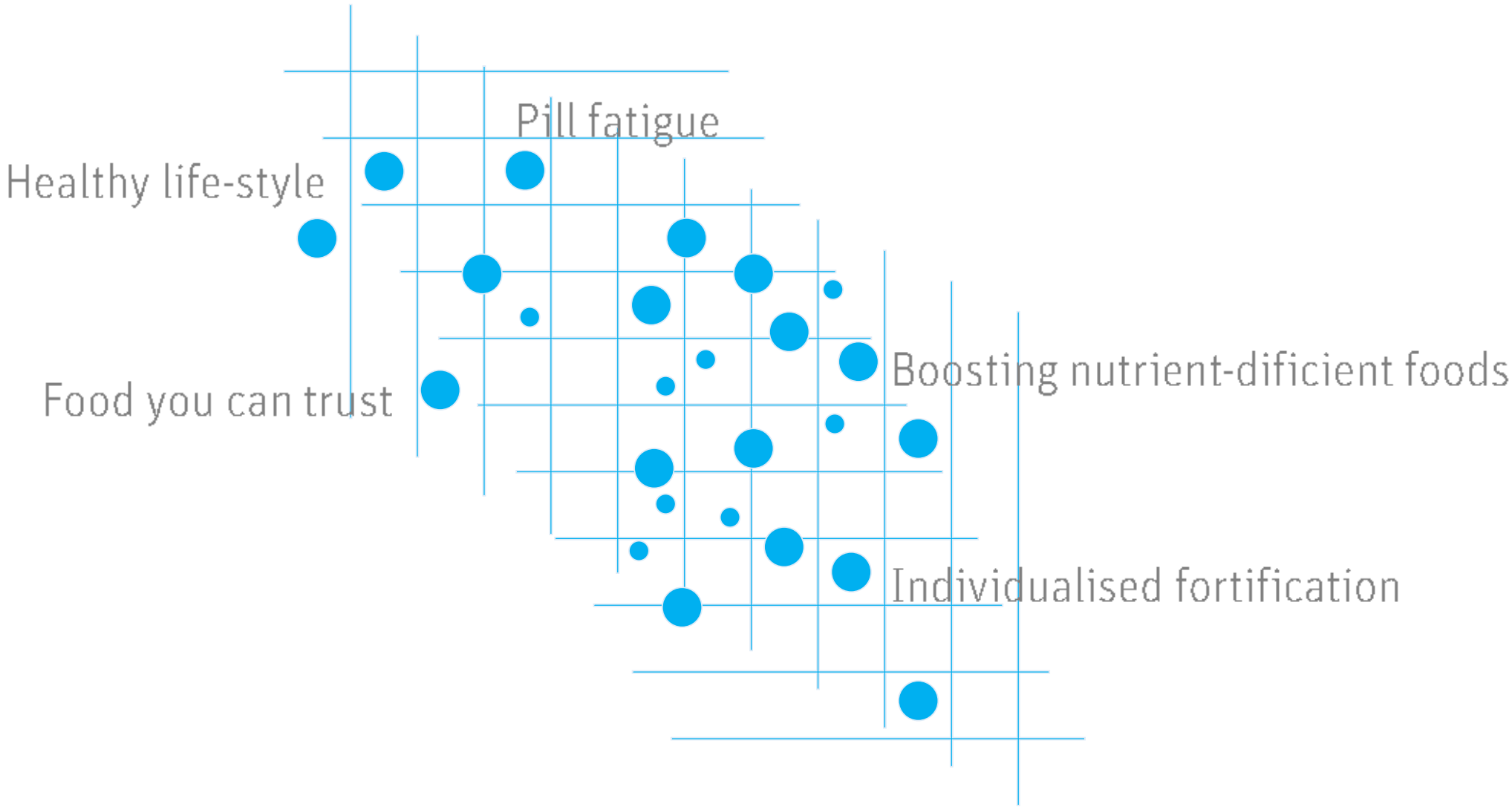
SUPPLEMENTS

- VITAMINS/MINERALS
- PREBIOTICS
- PROBIOTICS
- PROTEINS
- DHA & EPA
- EXTRACTS

HEALTH CATEGORIES

- IMMUNITY & ANTIOXIDANT
- MEMORY & COGNITIVE
- SLEEP & MOOD
- DIGESTIVE/BONE/PRENATAL/EYE
- HAIR/SKIN/NAIL
- CARDIOVASCULAR

TRENDS WE ADDRESS



BENEFITS THAT ENHANCE OUR PRODUCTS

- ✓ Allergen free
- ✓ Clean label
- ✓ Low fat
- ✓ Fruit & veggie blends
- ✓ Halal & Kosher able
- ✓ Maximum fruit content
- ✓ Gluten free
- ✓ No HFCS
- ✓ Non GMO
- ✓ No artifical colours or preservatives
- ✓ Pectine gel structure
- ✓ Vegetarian/Vegan able

VITAMINS SALES FLYER

HEALTHY SNACKING WITH A FRUIT TREAT

4 Ranges to make life healthier and more delicious **new**

Our 4 Ranges finally put an end to pill fatigue: With our innovative fruit matrix, taking food supplements becomes a delicious pleasure at last. So to speak, the ultimate snack, suitable for everyone:
Pure fruit, 100% flavour plus vitamins, minerals, extracts and more - neatly put into a fruit gummie form, shaped as a cube, dome or bear...

Generations
Basic vitamins complement passion fruit, peach, mango und red berries

Health Benefit
Peach-mango-passion fruit, red berries plus efficient fortifications

Universal
Yummie with black currant, raspberry, lemon, apple and strawberry

Active
"Sporty" range, that combines apples with energizing guarana-caffeine

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HEALTH BENEFITS
Wide assortment of products with a focus on bone health, antioxidants and the immune system

ACTIVE
Range for active people, athletes, gamers and all those who want to stay fit and focused throughout the day

UNIVERSAL
The human immune system is one big topic of our time. Universal offers the right fortifications to meet this challenge

GENERATIONS
Basic product line for the whole family - because all of us want to improve our physical and mental performance

13 BENEFITS THAT ENHANCE OUR PRODUCTS:

- ✔ Allergen free[1]
- ✔ Clean label
- ✔ Low-fat
- ✔ Fruit & veggie blends
- ✔ Halal
- ✔ Maximum fruit content[2]
- ✔ No added beet or cane sugar[3]
- ✔ No HFCS
- ✔ Non-GMO
- ✔ No artificial colors or preservatives
- ✔ No artificial flavors
- ✔ Pectine gel structure
- ✔ Vegetarian/ partially vegan

1 Gluten-, dairy-, soy-, sulfur-dioxide-, peanut- and nut-free
2 Fruit content and final calculation may vary according to consumer requirements
3 Based on fruit drops, using non-standardized pectin
Dietary supplements are no substitute for a varied and balanced diet and a healthy lifestyle. The recommended daily intake must not be exceeded.

PARADISE FRUITS HEALTH by Jahncke

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GENERATIONS

FRUIT SHAPES FOR POWER + VITALITY

- Athletes, women, men: every body has special requirements
- Nutritional supplements can help to compensate for deficiencies
- 'Cool' instead of clinical! Our real fruit matrix combines nutrition benefits plus great taste in a healthy format
- With vitamins, minerals, extracts, trace elements etc.

Peach Mango Passionfruit Shape DOME/BEAR Vitamin Mix Women

Red Fruit Shape DOME/BEAR Vitamin Mineral Mix Men

UNIVERSAL

HEALTHY VITAMINS WITH EXCITING TASTE

- Vitamin B12, vitamin C – pure, with zinc or iron
- Every day, the body needs a certain amount of vital vitamins, minerals and trace elements
- High-quality nutritional supplements are one way to optimise their incorporation
- Our fortified Shapes end pill fatigue in a yummy way

Raspberry Shape RASPBERRY with Vitamin B12

Lemon Shape Raspberry with Vitamin C

Apple Shape RASPBERRY with Vitamin C & Zinc

Blackcurrant Shape RASPBERRY with Vitamin C & Iron

HEALTH BENEFITS

FORTIFIED SHAPES – SPLENDID FLAVORS

- Food supplements can help give people a 'push'
- Our Shapes are the perfect way to turn positive health benefits into a great taste experience
- This innovative range provides antioxidants, supports bone health and the immune system

Cherry Banana Shape DOME with Probiotics*, Vitamin E, Selenium & Zinc

Blackberry-Blackcurrant Shape DOME with Vitamin D3 & Calcium

Blackcurrant Shape DOME with Iron

Apple Carrot Shape CUBE with Calcium

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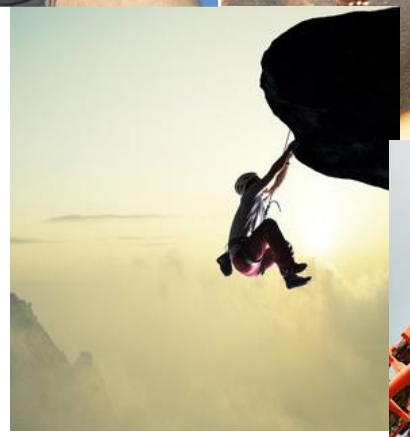
ACTIVE



THE FRESH & FRUITY WAY TO TAKE NUTRIONAL SUPPLEMENTS

- Best choice for people who want to be fit and focused throughout the day
- Additional vitamins for high physical or athletic performance
- Supplemented with Caffeine
- Combines nutrition benefits with delicious taste in a healthy format

Orange Shape DOME/BEAR Multivitamin Mix Sports

Apple Shape CUBE with Guarana (4g) & Caffeine (46 mg)

PROBIOTICS* SALES FLYER

FRUIT IMPROVED new

The natural way to well-being: fruit + probiotics* - now we do both!

Delicious fruit matrix accompanied by the well proven probiotics*: With our fortified fruit gums we've finally found a convenient and delicious way to end pill fatigue. The brand new product in our health division merges several trends. Global markets for gut health products is growing rapidly, as is the interest in functional foods and fruit gums. Now we have the perfect solution!

tasty ➡

trending ➡

convenient ➡

functional ➡

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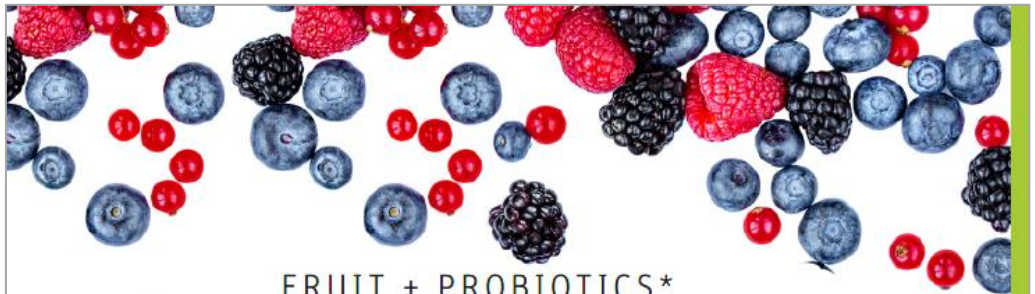

FRUIT + PROBIOTICS*

OUR FRUIT GUMS:
- Allergen free[1]
- Clean Label
- Low-fat
- Halal
- Maximum fruit content[2]
- No added beet or cane sugar[3]
- No artificial colors or preservatives
- No artificial flavors
- No HFCS
- Non-GMO
- Vegan, vegetarian

BACILLUS SUBTILIS (DE111®):
- Is tough enough to withstand high temps, making it ideal for the gummy "Kitchen"
- Can handle a wide range of pH, so it can survive the stomach
- Activates quickly inside the gut, to provide speedy results
- Comes in a gummy-friendly, high soluble, concentrated form
- Has been genome-sequenced and passed 30+ safety and efficacy tests
- GRAS, Non-GMO Project verified
- Supports digestive health and immune health in adults and children

1 Gluten-, dairy-, soy-, sulfur-dioxide-, peanut- and nut-free
2 Fruit content and final calculation may vary according to consumer requirements
3 Based on fruit drops, using non-standardized pectin

DOUBLE IMPACT

By offering probiotics* in a tasty and convenient format we make life so much easier for people trying to stay healthy. They don't have to worry about refrigeration. And they don't have to wrinkle their nose and hold their breath when trying to swallow a pill. They can enjoy downing these helpful bacteria as a guilt-free treat.

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PROBIOTICS*

DELICIOUS FRUIT MATRIX ACCOMPANIED BY THE WELL PROVEN PROBIOTICS*:

- Our fortified fruit gums end pill fatigue and merge several trends with one product
- We are offering Probiotics* in a tasty and convenient format
- Customers can enjoy taking these helpful bacteria as a tasty treat

Red Fruit Shape DOME Bacillus Subtilus

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LET‘S START A HEALTHY LIFE TOGETHER!

Our Support – your Opportunities

- Health categories and health benefits
- Premixes
- Required fruit
- Product development
- Shelf-life tests
- External Packaging
- Focus on consumer targets
- Distribution channels
- Delivery to all countries
- Specific order quantities

MANY THANKS FOR YOUR ATTENTION!

For further information or samples please contact:

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